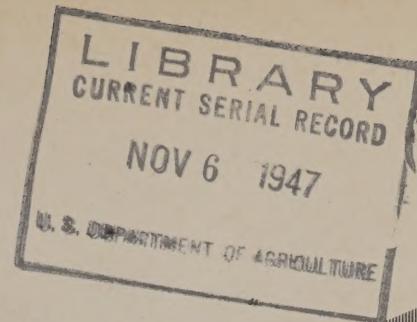


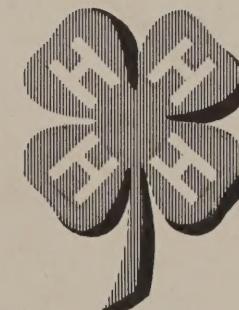
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Nov. 2-10, 1946

Aids for



**4H
ACHIEVEMENT
OBSERVANCE**



EXTENSION SERVICE

U. S. DEPARTMENT OF AGRICULTURE

THE CHALLENGE

What do I see in the 4-H program ahead? If we continue in 4-H Club work to stress great living in the minds of rural youth and train men and women who have regard for efficiency; if we seek leaders for club work who have honesty, integrity, and good will in their hearts as well as much technical training, and provide opportunity for every leader's growth; if we continue to make parents of rural youth full partners with Extension in all our work; if we give opportunity to the public to see the results of our teaching in the clean, capable, accomplishing youth we produce, 4-H Club work will continue to grow in numbers, usefulness, and influence not only in the United States, but spread rapidly throughout all the nations of the earth. It will constitute an agency for peace on earth and good will toward men and its influence will be felt throughout the world. 4-H Club work has a large part in the destiny of the earth and in you leaders' hands and hearts rests the guidance of this great work.

----C. B. Smith

United States Department of Agriculture

EXTENSION SERVICE

AIDS FOR 4-H ACHIEVEMENT OBSERVANCE

NATIONAL 4-H ACHIEVEMENT WEEK

November 2-10, 1946

This year, National 4-H Achievement Week provides an excellent opportunity to highlight the first year of 4-H accomplishments since the end of the war. These accomplishments were stimulated in no small measure by the 10 new 4-H guideposts which received official approval near the close of the war. These accomplishments were largely concerned with the production and conservation of food for famine relief. In some States already, the attention of the public has been called to what 4-H members have done in this connection. However, considerably more can be appropriately done during the observance of National 4-H Achievement Week.

May every extension agent capitalize on the observance of National 4-H Achievement Week in bringing about a better understanding and appreciation, not only of the 1946 achievements of club members, but also of the aims, extent, and importance of the entire 4-H program. In addition, this week may serve as a most effective springboard for launching the 1947 4-H Club program.

Prepared by Gertrude L. Warren, 4-H Club Organization,
Division of Field Coordination, in cooperation with the
Division of Extension Information.

MAIN OBJECTIVES

The main objectives of the week should be to --

1. Make a report to the Nation regarding the total accomplishments of 4-H Club members during the past year, emphasizing the significance of cumulative effort. The general public is entitled to this information.
2. Highlight what already has been done by 4-H Club members in the production and conservation of food for famine relief.
3. See that parents in every community understand and appreciate what has been accomplished by their own boys and girls through 4-H Club work during the past year.
4. Give recognition to group as well as individual achievements, through 4-H Club work.
5. Develop 4-H Club plans, particularly for the ensuing year, based on 4-H achievements of the past year.
6. Emphasize the opportunities afforded rural young people in a 4-H Club, and encourage those not yet enrolled to join.
7. Make this an important week in the lives of all 4-H Club members.

NATIONAL AND STATE PLANS FOR THE WEEK

National 4-H Achievement Week may be the means of calling attention not only to the total 4-H accomplishments since the end of the war but also to local and county results, even though community or county 4-H achievement days have already been held. The major plans for this week include:

1. National and State broadcasts highlighting total 4-H accomplishments, emphasizing what 4-H members have already done in producing and conserving food for famine relief. Although some effort will be made to arrange 4-H national broadcasts during the week, the main effort in this regard will be reserved for the week of the National 4-H Club Congress, December 1-5, 1946, and National 4-H Club Week, March 1-9, 1947, when the emphasis will be placed on checking up on progress made to-date, thereby insuring a larger number of completions by 4-H Club members.

2. Messages to all 4-H members by high State and Federal Government officials and other prominent friends of 4-H Club work.
3. National and State news and feature material on total accomplishments by 4-H members during the past year in community, county, State, and Nation.
4. Magazine articles and feature articles in weekly and Sunday newspapers.
5. Use of achievement window displays, stickers, and other aids that may be furnished by the National Committee on Boys and Girls Club Work.
6. Commercial cooperation; window displays of 4-H Club effort.

SUGGESTIONS FOR COUNTY OR LOCAL 4-H ACHIEVEMENT ACTIVITIES

1. Publicity regarding National 4-H Achievement Week in news columns of weekly papers and extra editions, in editorials, or through broadcasts from local radio stations.
2. 4-H exhibits, including displays in local store windows.
3. County or community 4-H achievement programs. These can be held in the town hall or other community meeting place. 4-H exhibits could be displayed as well as 4-H posters and pictures illustrating work done. All parents and neighbors should be encouraged to attend.
 - a. Program features.

4-H music by 4-H orchestra, band, or chorus.

Message to 4-H members from prominent Government--State and Federal--officials and friends of 4-H Club work.

Pledge of allegiance and 4-H Club pledge.

Summary report of 4-H achievements by president of 4-H Club council or some other appropriate person.

Special recognition and awards to those 4-H members who did outstanding work or made a special effort.

Salute to local volunteer leaders.

Presentation of The 4-H Award of the Silver Clover or other awards to 4-H Club leaders.

Some special recognition given to parents for their support of the program.

The challenge ahead. Plans for the future.

4-H citizenship ceremonial.

4-H demonstrations relating to national food for famine relief program.

4-H playlet.

4-H admission ceremony for those newly enrolled.

Address by a prominent citizen.

Star Spangled Banner.

4. Special report of total achievements by 4-H members to include--
 - a. Amount of food produced, number of 4-H Club gardens, and estimate of other food produced.
 - b. Amount of food conserved through canning, brining, drying, curing, freezing, and storing.
 - c. Achievements relative to work done in connection with the program on food for famine relief.
 - d. Number taking first aid, home nursing, or engaged in other health activities.
 - e. Number cooperating in fire prevention and also in farm and home safety activities.
 - f. Number of club members participating in discussions on the 10 new 4-H guideposts for use in developing 4-H programs and ways of building and maintaining world peace.
 - g. Number of public demonstrations by 4-H members.
5. Emphasis on conservation and care of clothing if a 4-H dress revue is held.
6. Cooperation with local organizations, such as the Farm Bureau, Grange, Farmers' Union, Chamber of Commerce, and service clubs.
7. In some States, plans for a special achievement day include an achievement program in the morning, a noonday lunch, and recreation programs in the afternoon. In other States, achievement programs are held in the evening, a 4-H banquet often being the main feature.

8. Other features

4-H posters or stickers on window or on gate of every 4-H member.

4-H posters in town hall, post office, local bank, or other public place.

Local 4-H parades.

Participation in adult programs and a report of what has been accomplished and what is planned for 1947.

Announcement of 4-H plans for ensuing year.

Announcement of names of new members enrolled.

Introduction of new local 4-H leaders.

SPECIAL SUGGESTIONS FOR COUNTY EXTENSION AGENTS

Editors and other newspapermen are always looking for good news items. This year, National 4-H Achievement Week provides such people a splendid opportunity to highlight and give appropriate recognition to the many deserving

4-H members, local volunteer leaders, and others who have supported the work in spite of many unavoidable difficulties.

1. Provide editors of local papers with photographs and information on National, State, and local 4-H results. Stories of outstanding achievements of local 4-H members are especially effective.
2. Consult bankers and managers of local stores about window displays. Some will have special plans already under way. Furnish 4-H posters, 4-H window cards and products canned or grown by 4-H members. Provide, if possible, for demonstrations by club members in local store or bank windows. A display of garments made or remodeled by 4-H members may also prove effective.
3. Send circular letters to all local leaders acquainting them with plans for National 4-H Achievement Week and what they are expected to do. Circular letters concerning National Achievement Week may also be sent to 4-H officers and possibly to all members.
4. Make contact with local broadcasting stations regarding special 4-H programs during National 4-H Achievement Week highlighting the outstanding achievements of local 4-H members, as well as the extent of 4-H Club work today. A large expansion of 4-H Club work is under way throughout the countries south of us and may soon be under way in some of the war-torn countries of Europe.
5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during National 4-H Achievement Week.
6. Announce 4-H plans for ensuing year as formulated by the 4-H Clubs of the county.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the clergy of local churches. Supply them with information regarding National 4-H Achievement Week and 4-H plans for the ensuing year.
9. For other suggestions, refer to previous manuals on National 4-H Achievement Week.
10. For local publicity, use those illustrations at the end of this circular that may prove effective in stimulating active interest in 4-H Club work.

MATERIALS FOR CIRCULAR LETTERS

Many itemized suggestions contained in this manual regarding the observance of National 4-H Achievement Week can be used to advantage in letters to local leaders, presidents of clubs, and parents of club members. Reference may also be made to previous manuals in which suggestive circular letters are included. Considerable use might be made of the materials already prepared on the 10 4-H guideposts for discussions by local 4-H Clubs during National 4-H Achievement Week.

4-H ADMISSION CEREMONY

Many a 4-H Club member has been stimulated to greater effort and achievement by the experiences and opportunities made possible through 4-H Club work. A brief summary of some of the 4-H basic principles at the time new members are admitted may aid considerably in developing an appreciation of the values of Club work. Therefore, this brief ceremony seems especially appropriate at the time new members are enrolled in a 4-H Club.

Suggestions: The guide takes the candidate for 4-H Club membership to the front of the room, where the officers are standing behind a table.

President: To you who are about to become a member of the 4-H Clubs of America, we, as active members of (club name), sharing responsibilities in the carrying out of the new 4-H peacetime program, wish to explain the purposes of our organization, particularly during this critical reconversion period.

Vice President: The 4-H Clubs are part of the national agricultural Extension Service of the United States Department of Agriculture, in cooperation with the State colleges of agriculture and county extension organizations. 4-H Clubs are organized to help us to become better citizens in a democracy by teaching us how to work and play together; by guiding us in the solving of our own problems and those of the home and community in relation to our 10 4-H guideposts; by giving us an opportunity to learn better methods of farming and homemaking; by encouraging us to pass these better methods along to others; by giving us an understanding and appreciation of country life; and by helping us to be of service to others and to our communities in a changing world. In addition, during this reconversion period, each 4-H Club program provides rural young people an opportunity to do their full part toward bringing about a just and enduring peace.

Secretary:

Our 4-H emblem is a green four-leaf clover, with a white "H," standing for the development of the Head, Heart, Hands, and Health, on each leaf.

Our 4-H motto is "To make the best better."

The ten 4-H guideposts are: (Guideposts are listed on page 9.)

Our 4-H citizenship pledge is:

"We, individually and collectively, pledge our efforts from day to day, to fight for the ideals of this Nation.

"We will never allow tyranny and injustice to become enthroned in this, our country, through indifference to our duties as citizens.

"We will strive for intellectual honesty and exercise it through our power of franchise. We will obey the laws of our land and endeavor increasingly to quicken the sense of public duty among our fellow men.

"We will strive for individual improvement and for social betterment. We will devote our talents to the enrichment of our homes and our communities in relation to their material, social, and spiritual needs.

"We will endeavor to transmit this Nation to posterity not merely as we found it, but freer, happier, and more beautiful than it was transmitted to us."

Treasurer:

This 4-H Club wants every person who joins it to know that he is joining a national organization which has very important peacetime responsibilities. Every person should know also that this is an organization in which the Extension Service of the United States Department of Agriculture, with headquarters in the Nation's Capital, is working cooperatively with the extension services of the State colleges of agriculture and the county extension services, as well as with those of Hawaii, Alaska, and Puerto Rico; and that 4-H Clubs are now under way also in many other countries.

President: You are now familiar with the purposes of 4-H Club work, the 4-H emblem and what it symbolizes, the 4-H motto, the ten 4-H guideposts to be used in developing 4-H programs, and the 4-H citizenship pledge. Are you now willing to try to live up to these ideals of the 4-H Club organization?

Candidate: I am.

President: Do you now wish to become a 4-H Club member?

Candidate: I do.

President: You will sign the 4-H Club roll.

Candidate signs in secretary's book.

President: You will repeat the club pledge after me:

Candidate (repeats after president):

I pledge--

My Head to clearer thinking,
My Heart to greater loyalty,
My Hands to larger service, and
My Health to better living,
For my club, my community, and my country.

President: You are now a member of (name of club) 4-H Club. We welcome you into its membership. May you ever do your full part in carrying out the 4-H program; be faithful in helping to carry on your own 4-H work as a part of the general extension program of your community and county in partnership with your parents and neighbors; and in living up to its high ideals to the end that you will be among the "vanguard of those who will insure a just and lasting peace."

1946 TOTAL NATIONAL ACHIEVEMENTS

4-H members worked for world peace and helped to build it in keeping with their ten 4-H guideposts:

1. DEVELOPING TALENTS FOR GREATER USEFULNESS
2. JOINING WITH FRIENDS FOR WORK, FUN, AND FELLOWSHIP.
3. LEARNING TO LIVE IN A CHANGING WORLD.
4. CHOOSING A WAY TO EARN A LIVING.
5. PRODUCING FOOD AND FIBER FOR HOME AND MARKET.
6. CREATING BETTER HOMES FOR BETTER LIVING.
7. CONSERVING NATURE'S RESOURCES FOR SECURITY AND HAPPINESS.
8. BUILDING HEALTH FOR A STRONG AMERICA.
9. SHARING RESPONSIBILITIES FOR COMMUNITY IMPROVEMENT.
10. SERVING AS CITIZENS IN MAINTAINING WORLD PEACE.

- - - - -

1. 4-H members produced and conserved food to make more food available for famine relief. 1/

Victory garden products.....	150,000 acres
Poultry products.....	11,000,000 birds
Livestock.....	750,000 head
Food crops.....	350,000 acres
Food prepared or served.....	20,000,000 meals
Products canned.....	33,000,000 quarts
Food brined.....	250,000 gallons
Food dried or cured.....	3,000,000 pounds
Food stored or frozen.....	10,000,000 pounds

2. They guarded their own and their community's health by--

Having periodic health examinations.
Checking and improving their food and health habits.
Preparing meals in keeping with nutritional needs of the family.
Training in first aid and home nursing.
Removing farm and home accident hazards.
Improving home and community health conditions.

3. They served at home for those in the armed forces and helped city boys and girls to break into farm work by--

Carrying on better methods and demonstrating these methods.
Increasing farm fuel supplies.
Participating in fire-prevention activities.
Caring for and repairing farm machinery.
Repairing and remaking clothing.
Canning, drying, and storing needed food supplies

1/ Totals are based on estimates from State club leaders' reports.

4. They helped to interpret the Nation's peace-building programs to the community.
5. They learned to have a deeper appreciation of the democratic way of life by practicing democracy at home and in their club and community.
6. They discussed at club meetings some of the important social and economic forces now at work and the steps to take in developing the good-neighbor spirit at home and abroad and in helping to build an enduring peace.

Presenting 4-H Achievement by Radio

By Joe Tonkin
Extension Radio Field Representative
U.S. Department of Agriculture

In one of the sessions at the Institute for Education by Radio which was held at Columbus, Ohio, last May, Dr. Angus Campbell of the Bureau of Agricultural Economics, pointed out that new ideas and new ways and means of presenting the farm story by radio would have to come from the people who deal with the farm program itself. That means us.

There is no place in extension radio where new ideas would be more welcomed than in our presentation of 4-H achievement broadcasts. To put it bluntly, we're all in a pretty bad rut. We go right on, asking young people the same time-honored questions about themselves, their club, and their projects, just as we did 10 years ago.

Let's make an effort to get new and more attractive frames for these good 4-H achievements.

We've all heard of the 4-H show at Richmond, Ind., where the youngsters do the whole program themselves, without adult voices or professional announcers.

Some counties use an individual 4-H member as an over-all 4-H reporter.

Round-table discussions between 4-H members and nonclub members from town provide a good way to get the achievement story across without the old routine.

One or two of your club members may talk over their work with the president of the local chamber of commerce, Rotary Club president, or other official.

Remember, an achievement broadcast is not a Children's Day exercise where every youngster must say his little speech for the benefit of the listening relatives. Instead, it should, above all, be a good radio program.

A good program idea plus club members who talk as they do when they converse among themselves makes a good achievement broadcast. And when we say "talk," we don't mean "read." If you can get the young folks to ad lib, they sound five times as interesting.

You don't necessarily need radio experience to work up new ideas for an achievement 4-H radio show. Take your new ideas to your local radio program director and I am sure he'll be glad to supply the production experience.

HEADINGS

4-H Achievement Week

NOVEMBER 2-10, 1946



ACHIEVEMENT WEEK

NOVEMBER
2-10, 1946

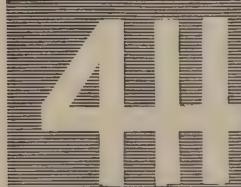
4-H Achievement Week

NOVEMBER
2-10, 1946

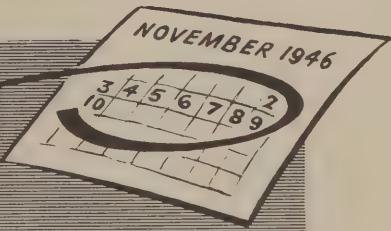
4-H
ACHIEVEMENT
WEEK
NOV. 2-10,
1946



ACHIEVEMENT
WEEK NOVEMBER
 2-10, 1946



Achievement
WEEK



ADVERTISEMENT INSERTS

See the
4-H CLOTHING
EXHIBIT
in our window

Congratulations



4-H CLUBS



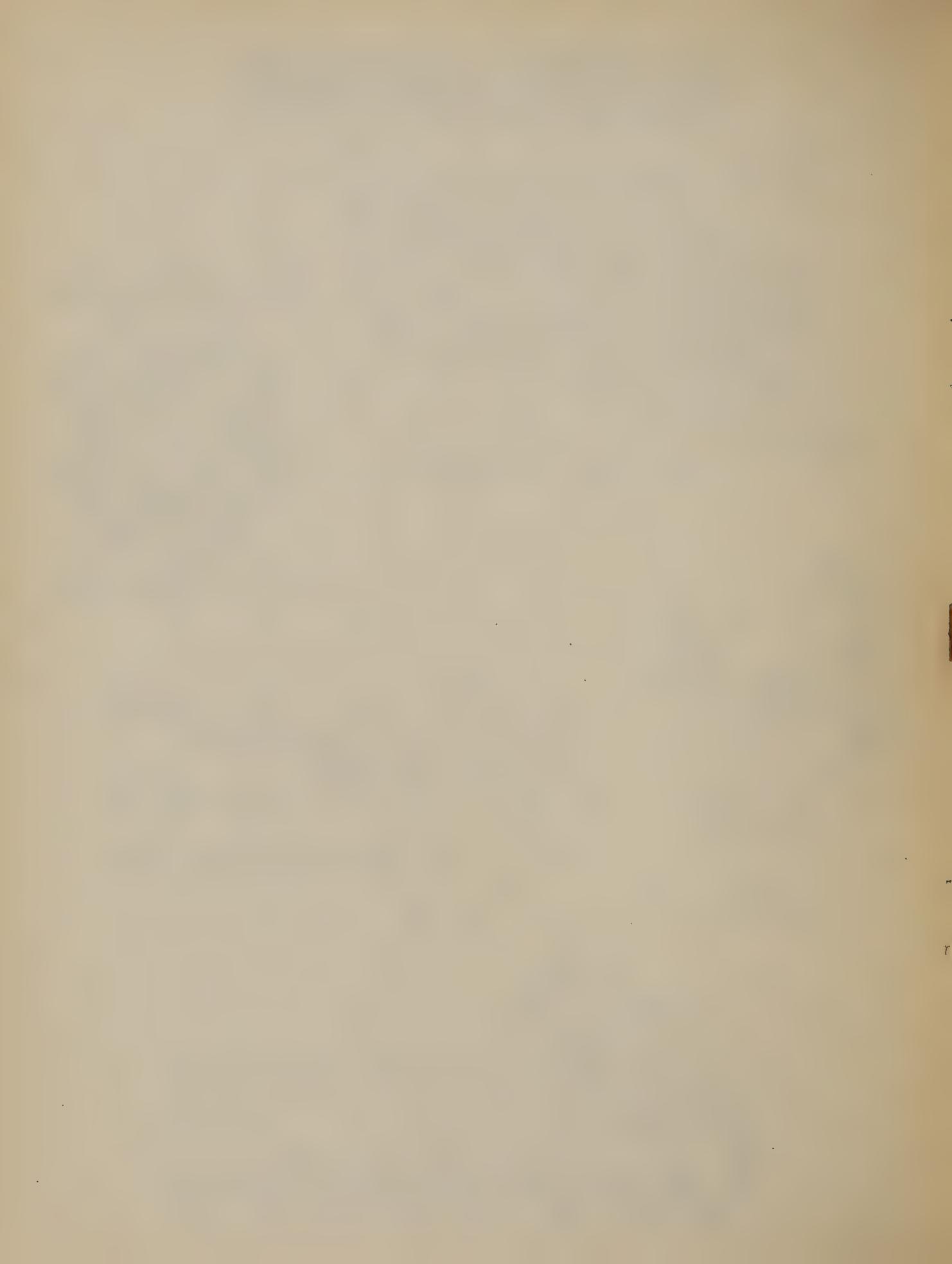
See 4-H
EXHIBIT
in our
window

Applause
FOR 4-H
ACHIEVEMENT



to the 4-H CLUBS
of
COUNTY

Congratulations



SPOTS (a)



THIS WILL HELP
THE WORLD FOOD
SITUATION



* See note.



NOT BAD, IF I DO
SAY SO MYSELF!



Announcing
4H Achievement Week



Copy



The Winners
4H ACHIEVEMENT

Use shape of your own county if possible.

Spots (b)



PROGRAM AND MENU LAYOUTS



PROGRAM



4-H ACHIEVEMENT AWARDS



County Auditorium
Friday, November 8, 19__



4-H ACHIEVEMENT AWARD Program

Speeches
Plays
Awards
Banquet

(Above). If the program is to be printed, stock borders and decorations may be pleasingly combined. Or cuts may be made of some of the designs on these pages to use as cover decorations.

(Below). If mimeographed, drawings can be made on the stencil by the club artist, or simple decorations of printed stickers applied by hand.



4-H GUIDEPOSTS

... Point the way to
4-H Achievements

Copy

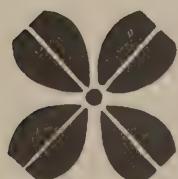
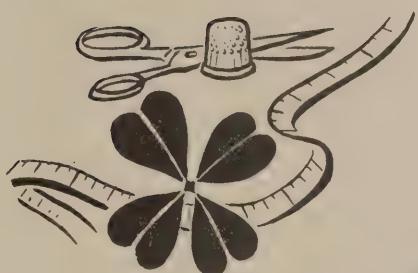
4-H

ACHIEVEMENT PROGRAM

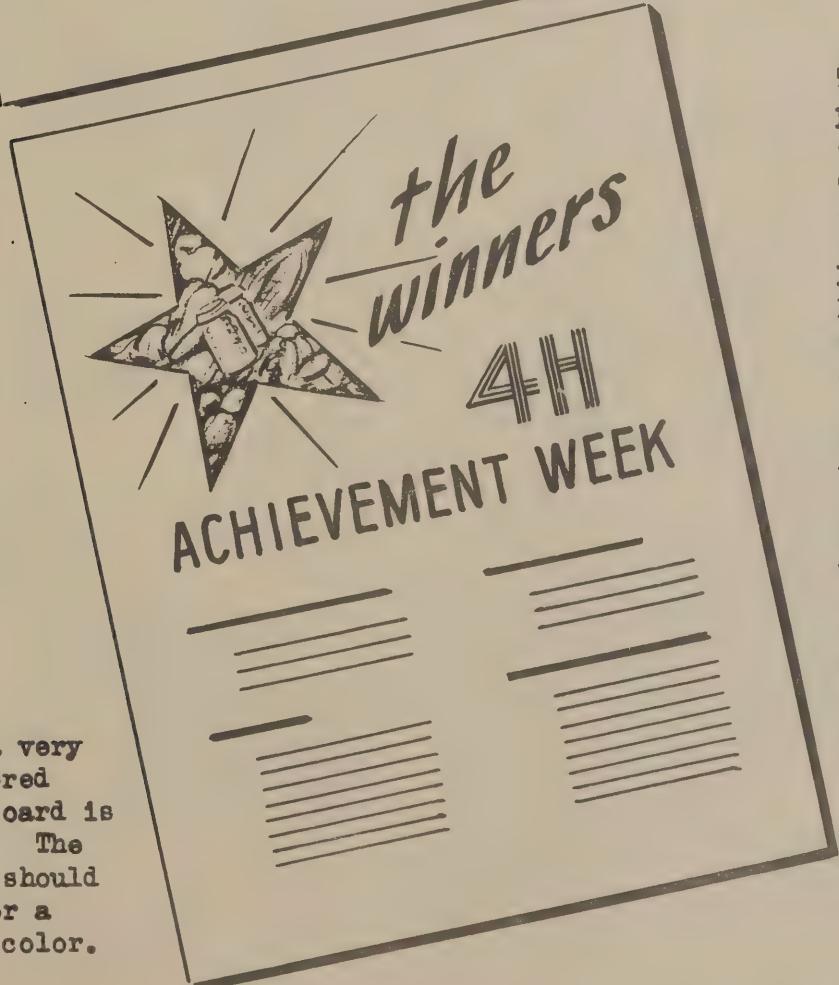
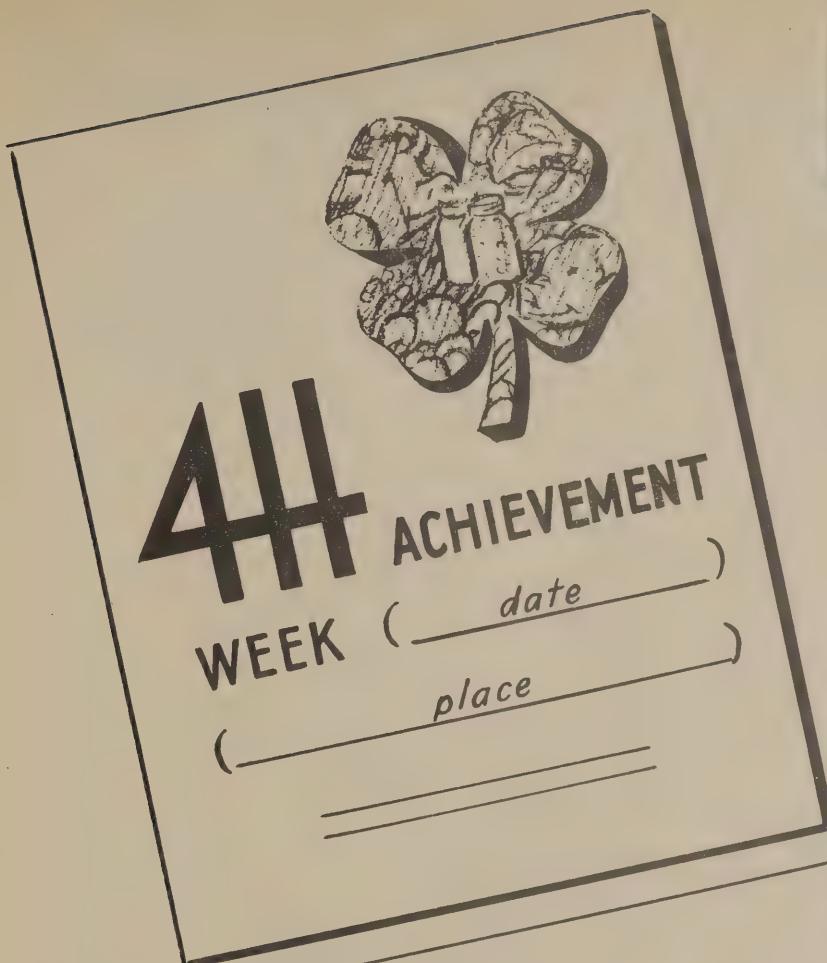
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PROGRAM AND MENU DECORATIONS



POSTER SUGGESTIONS (a)



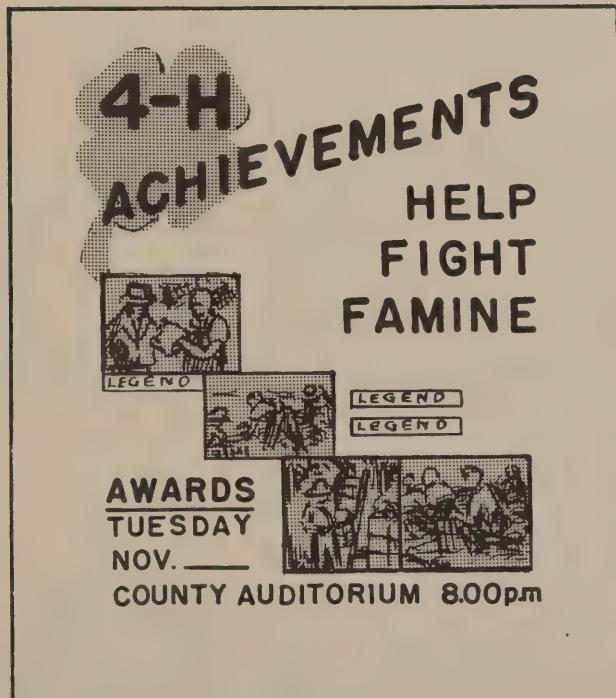
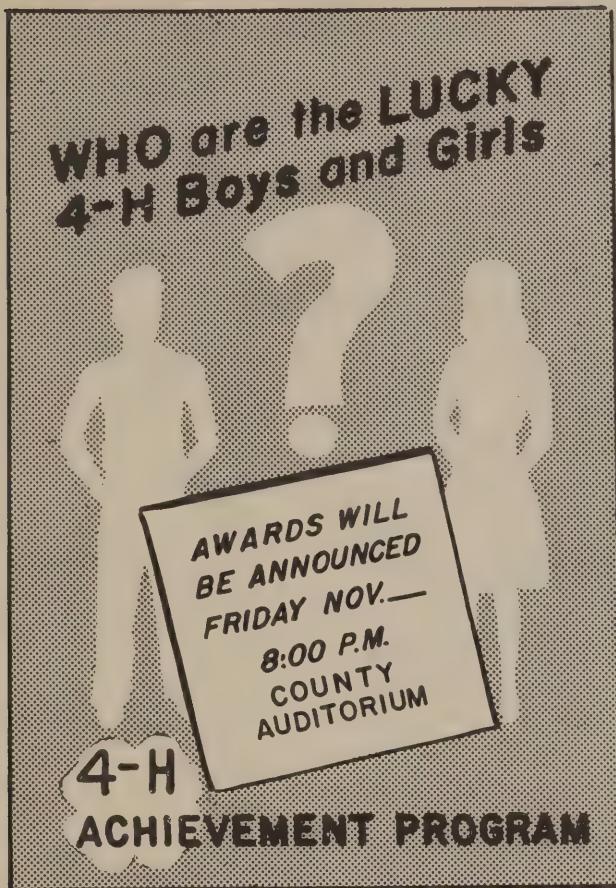
White or a very light colored paper or board is suggested. The lettering should be black or a very dark color.

Make clover of colored cut-outs of vegetables, clothing, canned goods, and livestock pictures from seed catalogs and magazines. Have some of these cut-outs large, some small. Avoid too many small ones.

The star in this poster would be composed of cut-outs, as the clover above is.

Both posters would have a more modern effect if the colored cut-outs held the edges of the clover and the star without outlining them. However, if this makes for weakness, a shadow side could be introduced, as indicated here in the clover.

Poster Suggestions (b)



(1) Local or county-wide poster contests might stimulate the production of effective posters. They should be done on colored poster-board, but wallboard painted a flat color with house paint or wall paint could be used. Cut-outs can be made of colored construction paper or painted cardboard. Keep a strong contrast between the color of the background and the lettering. For large lettering, block letters carefully ruled will look the neatest. For small lettering, use a lettering pen and a precise, legible handwriting style. If the poster is large, some parts of the lettering can be done on a patch of contrasting color and pasted or tacked to the background.

(2) Photographs, if large enough, can be arranged to make an attractive poster. Use a light background and try to keep the photographs of uniform size. They can be mounted on the board with rubber cement or paste.

(3) Simple cartoons are sure to get attention and can be done easily with brush and ink, even by an amateur artist.

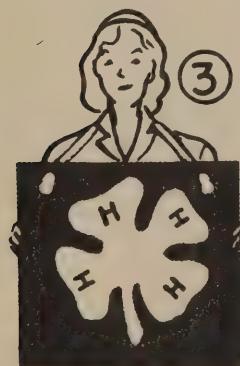


BANNER SUGGESTIONS



1. Cloth and one dark color. Paint lettering in the center and background behind the "4-H," the clover, and the "H's" in the clover. Fill in name of your own county.

2. Cloth. Clover and lettering to be sewed on. Make "4-H" in clover of same color and material as background.



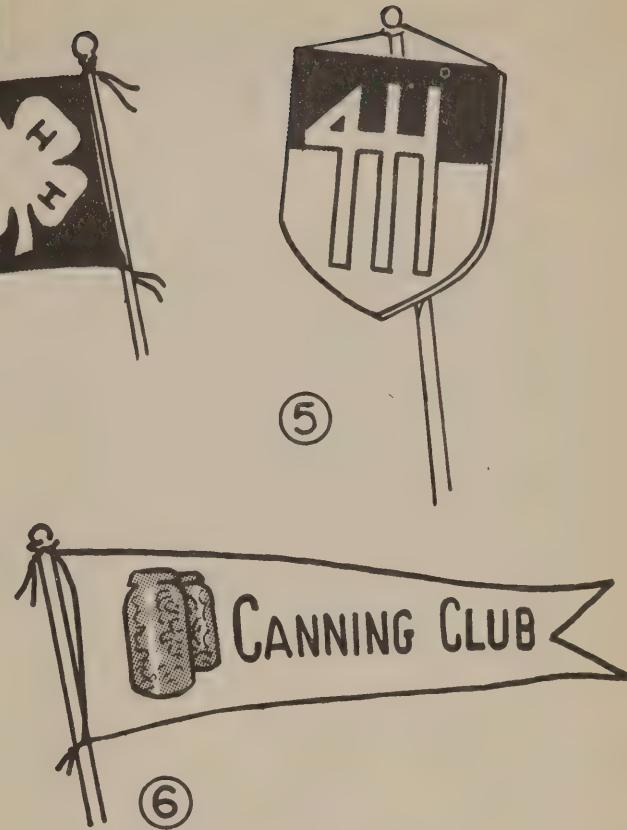
3. Cardboard. Clover to be cut out of green blotting paper with white "H's" pasted on. Clover pasted on white background. Green ribbon attached for easy carrying. These can also be purchased. Each club member might carry one in a parade, or make a formation.



4. Cardboard or green blotter. Clover to be cut out, with white cut-out letter pasted on. Each member would carry one letter. When alined, letters would spell the name of club or a slogan.



②



5. Cardboard. Perhaps this could be a side of a carton, cut in simple shield shape and painted.

6. Cloth. Lettering could be sewed, pasted, or painted on. For jars of food, paste on colored cut-outs from magazines.

7. Cardboard. Silhouette of animal or object symbolizes club project. Lettering and clovers green.



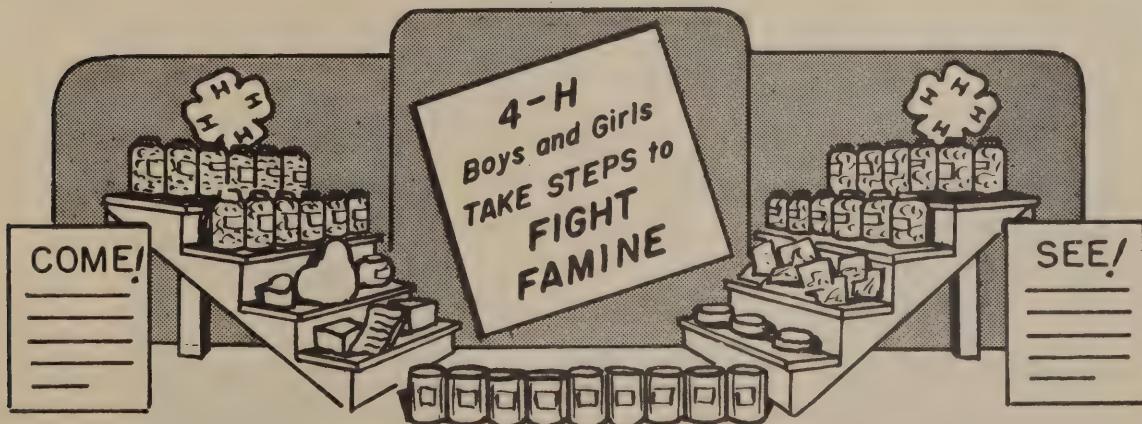
WINDOW DISPLAY SUGGESTIONS (a)

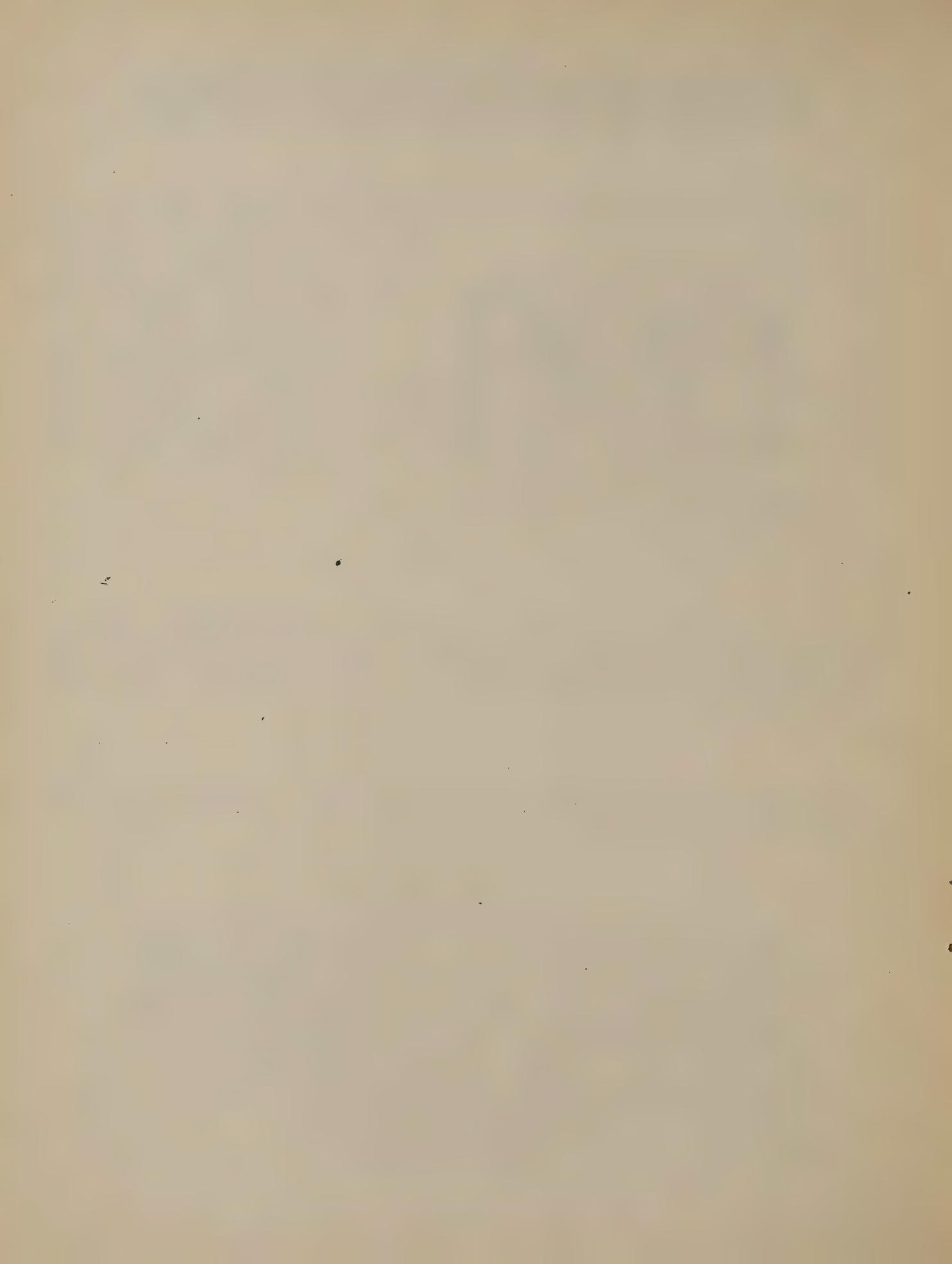


Handiwork of club members can be effectively displayed in store windows to arouse public interest. If possible, try to get the cooperation of experienced window dressers. If club members arrange the display, make simplicity the keynote. Limit the number of objects to avoid a cluttered-up look, and have an effective back drop that fully explains purpose of the display.

In the window sketched above, a large white cut-out question mark on a dark background draws attention to the message. The clovers also are white cut-outs. The lettering is done on separate patches and tacked or pasted on. Back drop can be wallboard or a large pasteboard carton opened out and painted a flat color.

(Below). A catchy slogan or idea will greatly increase the effect of a display. Material for it might be borrowed from local merchants.



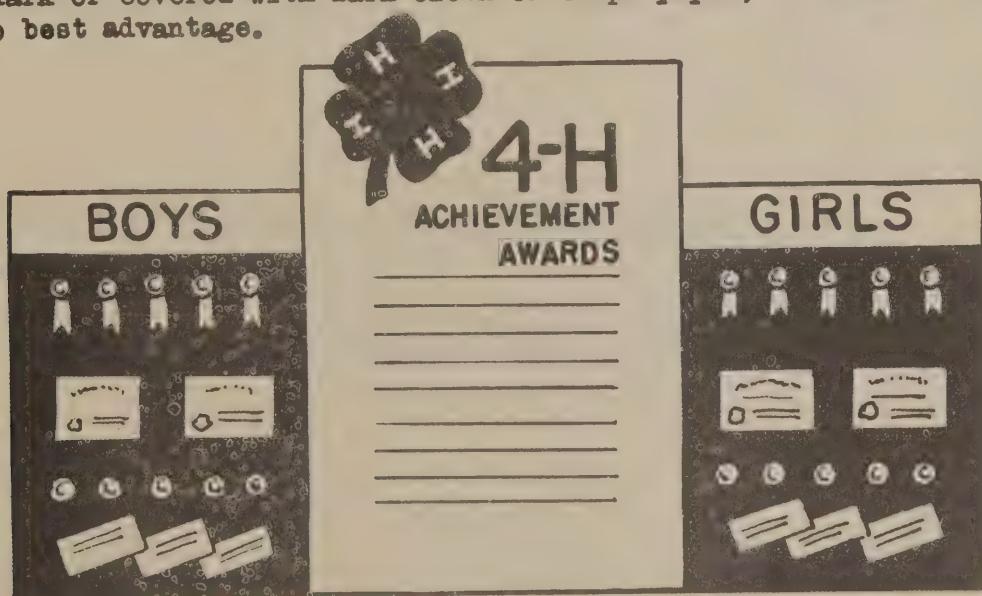


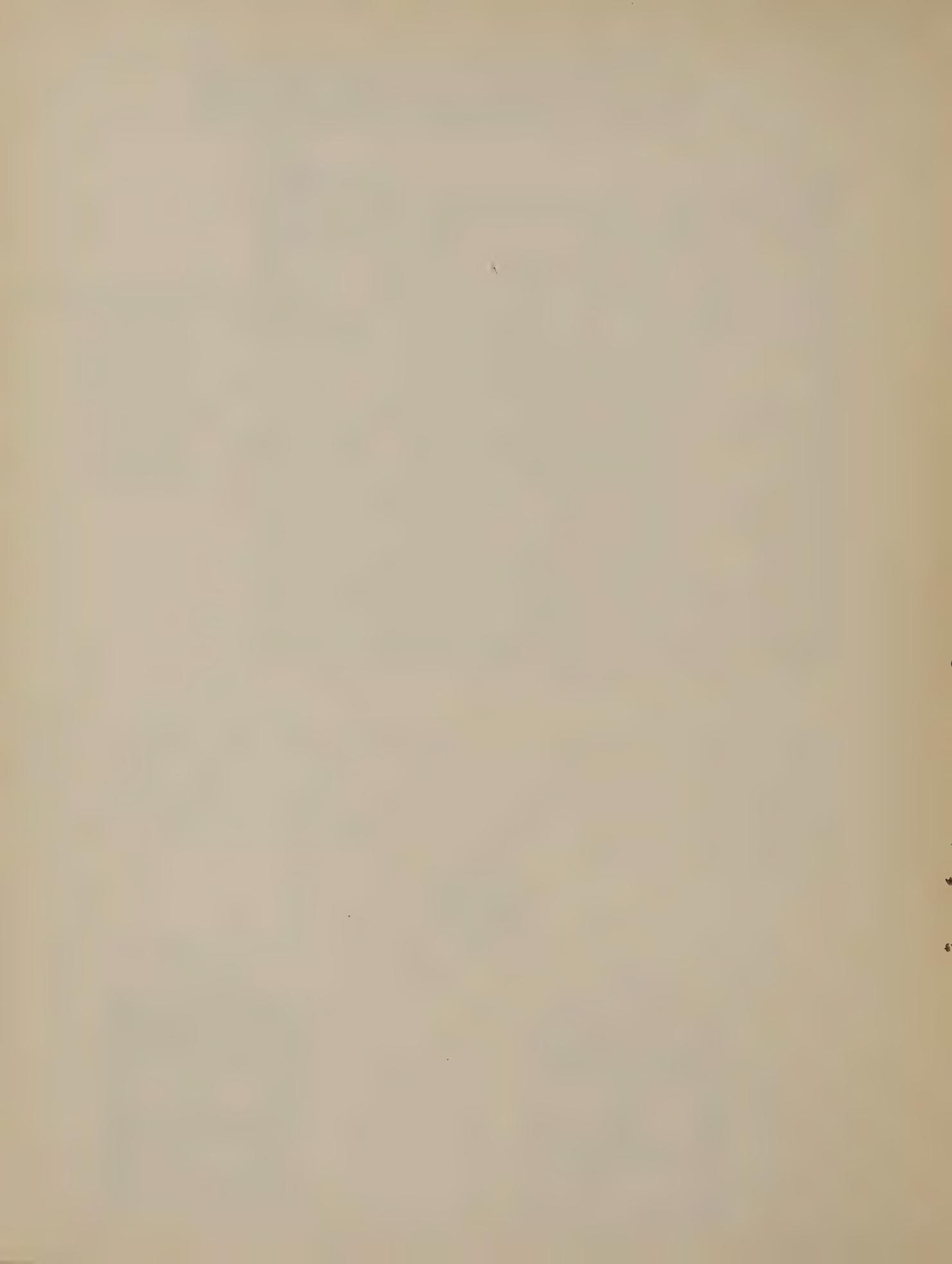
Window Display Suggestions (b)



When necessary to combine several types of exhibits, try to separate them by arranging them in groups. Never obscure the message by placing exhibits in front of it.

(Below). This three-panel display of medals and certificates could be made of three sides of a large carton. The center panel would carry information about the awards, and could be dark lettering on a light background. This background color would be carried over the top of each side panel in strips wide enough to hold the words "BOYS" and "GIRLS." Under the strips, side panels should be painted dark or covered with dark cloth or crepe paper, in order to display the medals to best advantage.



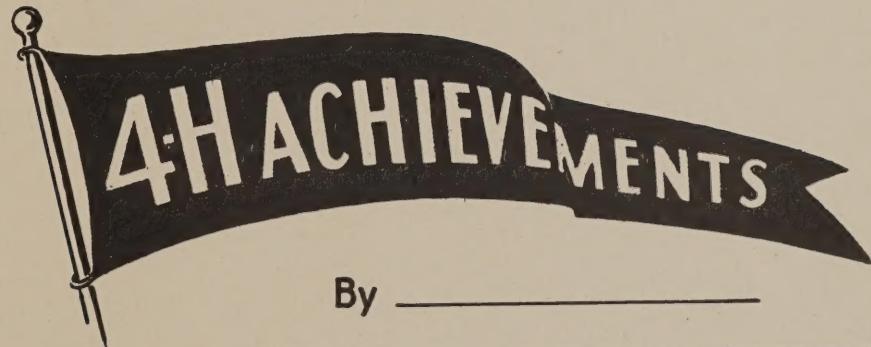


NEWSPAPER HEADINGS

4-H Achievement Notes



Notes on 4-H ACHIEVEMENT



By _____

Copy



